



# entrepreneurship

## Technical Diploma Program Code: 31-145-2 Total Credits: 30

Mid-State's Entrepreneurship program prepares students to provide the vision for their created business as well as lead staff management, financial planning, marketing strategies, HR functions, and the development of policies and procedures. Graduates will also be equipped to integrate their knowledge and skills within existing organizations. Through a wide variety of activities, students will explore vital components of entrepreneurial practices such as business plan development, financial principles, staffing needs and support, modern marketing strategies, and effective communication skills—all to successfully start and sustain their own business.

**Estimated tuition and fees:** [mstc.edu/programcosts](http://mstc.edu/programcosts)

### ACADEMIC ADVISOR

To schedule an appointment with an academic advisor, call 715.422.5300. Academic advisors will travel to other campuses as necessary to accommodate student needs. For more information about advising, visit [mstc.edu/advising](http://mstc.edu/advising).

### CHECKLIST:

This section will be completed when meeting with your academic advisor.

- FAFSA ([www.fafsa.gov](http://www.fafsa.gov))
- Financial Aid Form(s)  
Form(s): \_\_\_\_\_
- Follow-Up Appointment:  
Where: \_\_\_\_\_  
When: \_\_\_\_\_  
With: \_\_\_\_\_
- Official Transcripts  
Mid-State Technical College  
Attention CPL Coordinator  
500 32nd Street North  
Wisconsin Rapids, WI 54494
- Other: \_\_\_\_\_  
\_\_\_\_\_

**mstc.edu**  
**888.575.6782**



**MID-STATE**  
TECHNICAL COLLEGE

**ADAMS CAMPUS**  
401 North Main  
Adams, WI 53910

**MARSHFIELD CAMPUS**  
2600 West 5th Street  
Marshfield, WI 54449

**STEVENS POINT CAMPUS**  
1001 Centerpoint Drive  
Stevens Point, WI 54481

**WISCONSIN RAPIDS CAMPUS**  
500 32nd Street North  
Wisconsin Rapids, WI 54494

# career pathway

## BACHELOR'S DEGREE OPTIONS

Capella University  
BS Business Specializations

Herzing University  
BS Business Management  
BS Business Specializations

Lakeland University  
BA Business Management

University of Phoenix  
BS Management

UW-Oshkosh  
BS Human Services Leadership

UW-Stout  
BS Management

For more information and additional opportunities, visit [mstc.edu/transfer](http://mstc.edu/transfer).

EARN A BACHELOR'S DEGREE

**BUSINESS MANAGEMENT**  
ASSOCIATE IN APPLIED SCIENCE  
63-65 CREDITS

START YOUR CAREER

**CAREER OPTIONS**  
Account Executive  
Department Supervisor  
Office Manager

START YOUR CAREER

**CAREER OPTIONS**  
Business Owner  
Entrepreneur  
Founder/CEO

**ENTREPRENEURSHIP**  
TECHNICAL DIPLOMA  
30 CREDITS

START YOUR CAREER

**CAREER OPTIONS**  
HR Generalist  
HR Recruitment Coordinator  
Job Analyst

**HUMAN RESOURCES**  
TECHNICAL DIPLOMA  
27 CREDITS

START YOUR CAREER

**CAREER OPTIONS**  
Project Manager  
Implementation Manager  
Project Leader

**PROJECT MANAGEMENT**  
TECHNICAL DIPLOMA  
24-25 CREDITS

HIGH SCHOOL STUDENT

COLLEGE TRANSFER

RETURNING ADULT

College Credit • Dual Credit  
Military Experience • Work Experience  
Learn about Credit for Prior Learning at [mstc.edu/cpl](http://mstc.edu/cpl).

**BEGIN AT ANY POINT  
IN THE PATHWAY**

## OTHER OPTIONS

### RELATED PROGRAMS

- Administrative Professional
- Customer Relationship Professional
- Medical Office Specialist
- Office Support Specialist



**SAMPLE FULL-TIME CURRICULUM OPTION**

<b>Term</b>		<b>15 credits</b>
10102101	Intro to Business	3
10102121	Finance and Budgeting	3
10103106	Microsoft Office-Introduction	3
10104102	Marketing Principles	3
10196193	Human Resource Management	3
<b>Term</b>		<b>15 credits</b>
10102104	Business Law	3
10102110	Employment Law	3
10102131	Entrepreneurial Management	3
10801136	English Composition 1	3
10801196	Oral/Interpersonal Communication <b>-or-</b>	
10801198	Speech	3
		<b>Total credits 30</b>

**SAMPLE PART-TIME CURRICULUM OPTION**

<b>Term</b>		<b>9 credits</b>
10102101	Intro to Business	3
10103106	Microsoft Office-Introduction	3
10104102	Marketing Principles	3
<b>Term</b>		<b>9 credits</b>
10102104	Business Law	3
10102110	Employment Law	3
10801136	English Composition 1	3
<b>Term</b>		<b>9 credits</b>
10102121	Finance and Budgeting	3
10196193	Human Resource Management	3
10801196	Oral/Interpersonal Communication <b>-or-</b>	
10801198	Speech	3
<b>Term</b>		<b>3 credits</b>
10102131	Entrepreneurial Management	3
		<b>Total credits 30</b>

Please Note:

- This curriculum sequence is only for student planning. Actual student schedules will vary depending on course availability.
- Program completion time may vary based on student scheduling and course availability. For details, go to [mstc.edu/classfinder](https://mstc.edu/classfinder).

**NOTES:**

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# course descriptions

## Business Law

**10102104.....3 credits**

Introduces the basic foundation of laws and regulatory systems applicable to the business environment. Students examine the UCC, contract torts, agency law, and business and cybercrime. Students apply business legal theory in conjunction with ethical decision making through practical application.

## Employment Law

**10102110.....3 credits**

Introduces a broad scope of employment laws and provides the opportunity to apply these laws to the employment arena. Includes laws relating to anti-discrimination, including the Civil Rights Act, ADEA, and ADA; wage and hour regulation, including FLSA; employer-provided pensions, including ERISA; health insurance, including COBRA and ACA; and unemployment and worker's compensation insurance.

## English Composition 1

**10801136 .....3 credits**

Designed for learners to develop knowledge and skills in all aspects of the writing process. Planning, organizing, writing, editing, and revising are applied through a variety of activities. Students analyze audience and purpose, use elements of research, and format documents using standard guidelines. Individuals develop critical reading skills through analysis of various written documents.

*Prerequisite: High School GPA of 3.0 or Accuplacer Writing of 262 or ACT of 20 or Intro to College Writing 10-831-103 with a grade of "C" or better or equivalent. Students are encouraged to bring transcripts for further evaluation if they do not meet these requirements. Proficiency in word processing skills recommended.*

## Entrepreneurial Management

**10102131.....3 credits**

Introduces students to the concept of entrepreneurship. Learners study entrepreneurial practices primarily by developing a business plan for a venture of their choice. This includes comparing ways of going into business as well as developing marketing, legal, financial, products/services, management, and operations plans for a small business of their choice. Entrepreneurial behavior within companies is examined.

*Prerequisite: Twelve Business Management 10-102 credits or twelve Supervisory Management 10-196 credits or a combination of Business Management 10-102 and Supervisory Management 10-196 credits that total twelve.*

## Finance and Budgeting

**10102121.....3 credits**

For the nonfinancial manager, this course introduces the language of accounting, finance, and budgeting. Provides an overview of the use and analysis of financial statements. Business planning and the foundations and development of budgets are explored. Business financing basics and the securing of necessary financing for a business are covered. Practical application of financial statement creation and analysis, budgetary activities, and finance calculations are included.

## Human Resource Management

**10196193.....3 credits**

Applies skills and tools necessary to perform human resource functions in an organization. Each learner demonstrates skill in following EEOC laws; writing job descriptions; recruiting, selecting, and orienting employees; developing policies and procedures; developing and conducting training; designing performance appraisal plans; developing employee development plans; and selecting compensation and benefit strategies.

## Intro to Business

**10102101.....3 credits**

An introduction to what a business is, how it operates, and how it is managed. Students identify forms of ownership and the processes used in production and marketing, finance, personnel, and management in business operations.

## Marketing Principles

**10104102.....3 credits**

This course serves as an introduction to the fundamental marketing concepts used to apply marketing strategies to product development, distribution, pricing, and promotion of goods and services.

## Microsoft Office-Introduction

**10103106 .....3 credits**

Develops introductory skills in the Microsoft Office Suite (Word, Excel, Access, PowerPoint, and Outlook) while reinforcing knowledge of computer concepts, Windows Explorer, and Internet usage. Students should possess basic keyboarding, mouse, and Windows 10 skills. Students may develop these skills in the LiNK while concurrently enrolled in this course.

## Oral/Interpersonal Communication

**10801196 .....3 credits**

Focuses upon developing speaking, verbal, and non-verbal communication, and listening skills through individual presentations, group activities, and other projects.

*Prerequisite: High School GPA of 3.0 or Accuplacer Reading Skills of 236, Writing of 237, or ACT of 15 Reading/16 Writing. Students are encouraged to bring transcripts for further evaluation if they do not meet these requirements.*

## Speech

**10801198 .....3 credits**

Explores the fundamentals of effective oral presentation to small and large groups. Topic selection, audience analysis, methods of organization, research, structuring evidence and support, delivery techniques, and other essential elements of speaking successfully, including the listening process, form the basis of this course. Bring transcripts for further evaluation if they do not meet these requirements.

*Prerequisite: High School GPA of 3.0 or Accuplacer Reading of 253, Writing of 262, or ACT of 21 Reading/19 Writing, or completion of Intro to College Writing and/or Intro to College Reading with a "C" or better or equivalent. Students are encouraged to bring transcripts for further evaluation if they do not meet these requirements.*